

AMENDMENTS

In the Claims

Please amend the claims as follows. This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A method for collecting information about a user, comprising:
obtaining a set of one or more rules for collecting information by a first application
residing on a client, wherein the set of rules is obtained in response to a request that includes an
identifier associated with the client and information related to rules previously received by the
client ~~previously received~~;
utilizing the first application to monitor a second application on the client in
communication with a network for information that satisfies one or more rules of the set of rules,
wherein the second application is utilized by a user to access sites coupled to the network;
collecting information that satisfies one or more rules of the set of rules from the second
application utilizing the first application;
storing at least a portion of the collected information on the client utilizing the first
application; ~~and~~
receiving content via the network for presentment by the first application based on the
portion of the collected information stored on the client, wherein prior to receiving the content, a
table at the client is accessed to determine whether at least a portion of the content is available
locally to the client; and
updating the set of one or more rules based on the collected information.

2. (Original) The method of claim 1, wherein the collected information includes
behavioral information about the user.

3. (Cancelled)

4. (Original) The method of claim 1, wherein at least one of the rules includes a trigger,
wherein the collected information trips the trigger, and wherein a notification is transmitted to a
location via the network.

5. (Original) The method of claim 1, wherein the set of one or more rules is obtained utilizing the network.

6. (Original) The method of claim 1, wherein the content includes one or more additional rules for controlling the presentment of the content.

7. (Original) The method of claim 1, wherein at least a portion of the collected information is transmitted to a location utilizing the network.

8. (Original) The method of claim 7, wherein the information transmitted to the location includes an identifier, and wherein at least a portion of the received content is based on the identifier.

9. (Currently Amended) A system for collecting information about a user, comprising:
logic that obtains a set of one or more rules for collecting information by a first application residing on a client, wherein the set of rules is obtained in response to a request that includes an identifier associated with the client and information related to rules previously received by the client;

logic that utilizes the first application to monitor a second application on the client in communication with a network for information that satisfies one or more rules of the set of rules, wherein the second application is utilized by a user to access sites coupled to the network;

logic that collects information that satisfies one or more rules of the set of rules from the second application utilizing the first application;

logic that stores at least a portion of the collected information on the client utilizing the first application; ~~and~~

logic that receives content via the network for presentment by the first application based on the portion of the collected information stored on the client, wherein prior to receiving the content, a table at the client is accessed to determine whether at least a portion of the content is available locally to the client; and

logic that updates the set of one or more rules based on the collected information.

10. (Original) The system of claim 9, wherein the collected information includes behavioral information about the user.

11. (Cancelled)

12. (Original) The system of claim 9, wherein at least one of the rules includes a trigger, wherein the collected information trips the trigger, and wherein a notification is transmitted to a location via the network.

13. (Original) The system of claim 9, wherein the set of one or more rules is obtained utilizing the network.

14. (Original) The system of claim 9, wherein the content includes one or more additional rules for controlling the presentment of the content.

15. (Original) The system of claim 9, wherein at least a portion of the collected information is transmitted to a location utilizing the network.

16. (Original) The system of claim 15, wherein the information transmitted to the location includes an identifier, and wherein at least a portion of the received content is based on the identifier.

17. (Currently Amended) A computer program product for collecting information about a user, comprising:

computer code that obtains a set of one or more rules for collecting information by a first application residing on a client, wherein the set of rules is obtained in response to a request that includes an identifier associated with the client and information related to rules previously received by the client;

computer code that utilizes the first application to monitor a second application on the client in communication with a network for information that satisfies one or more rules of the set

of rules, wherein the second application is utilized by a user to access sites coupled to the network;

computer code that collects information that satisfies one or more rules of the set of rules from the second application utilizing the first application;

computer code that stores at least a portion of the collected information on the client utilizing the first application; ~~and~~

computer code that receives content via the network for presentment by the first application based on the portion of the collected information stored on the client, wherein prior to receiving the content, a table at the client is accessed to determine whether at least a portion of the content is available locally to the client; and

computer code that updates the set of one or more rules based on the collected information.

18. (Original) The computer program product of claim 17, wherein the collected information includes behavioral information about the user.

19. (Cancelled)

20. (Original) The computer program product of claim 17, wherein at least one of the rules includes a trigger, wherein the collected information trips the trigger, and wherein a notification is transmitted to a location via the network.

21. (Original) The computer program product of claim 17, wherein the set of one or more rules is obtained utilizing the network.

22. (Original) The computer program product of claim 17, wherein the content includes one or more additional rules for controlling the presentment of the content.

23. (Original) The computer program product of claim 17, wherein at least a portion of the collected information is transmitted to a location utilizing the network.

24. (Original) The computer program product of claim 23, wherein the information transmitted to the location includes an identifier, and wherein at least a portion of the received content is based on the identifier.

25. (Currently Amended) A system for collecting information about a user, comprising:
means for obtaining a set of one or more rules for collecting information by a first application residing on a client, wherein the set of rules is obtained in response to a request that includes an identifier associated with the client and information related to rules previously received by the client;

means for utilizing the first application to monitor a second application on the client in communication with a network for information that satisfies one or more rules of the set of rules, wherein the second application is utilized by a user to access sites coupled to the network;

means for collecting information that satisfies one or more rules of the set of rules from the second application utilizing the first application;

means for storing at least a portion of the collected information on the client utilizing the first application; ~~and~~

means for receiving content via the network for presentment by the first application based on the portion of the collected information stored on the client, wherein prior to receiving the content, a table at the client is accessed to determine whether at least a portion of the content is available locally to the client; and

means for updating the set of one or more rules based on the collected information.

26. (Currently Amended) A method for collecting information about a user, comprising:
obtaining a set of one or more rules for collecting information by a first application residing on a client, wherein the set of rules is obtained in response to a request that includes an identifier associated with the client and information related to rules previously received by the client;

utilizing the first application to monitor a second application on the client in communication with a network for information that satisfies one or more rules of the set of rules, wherein the second application is utilized by a user to access sites coupled to the network;

collecting information that satisfies one or more rules of the set of rules from the second application utilizing the first application, wherein the collected information includes behavioral information about the user, wherein the set of one or more rules is updated based on the collected information;

storing at least a portion of the collected information on the client utilizing the first application;

transmitting information relating to the collected information to a location utilizing the network, wherein the information transmitted to the location includes the identifier; and

receiving content via the network for presentment by the first application based on the portion of the collected information stored on the client, wherein the content includes one or more additional rules for controlling the presentment of the content, and wherein at least a portion of the received content is based on the identifier, the rules for controlling the presentment of the content including content priority information for use in determining whether to present the content before other pre-generated content, wherein prior to receiving the content, a table at the client is accessed to determine whether at least a portion of the content is available locally to the client.

27. (Currently Amended) A system for collecting information about a user, comprising:
logic that obtains a set of one or more rules for collecting information by a first application residing on a client, wherein the set of rules is obtained in response to a request that includes an identifier associated with the client and information related to rules previously received by the client;

logic that utilizes the first application to monitor a second application on the client in communication with a network for information that satisfies one or more rules of the set of rules, wherein the second application is utilized by a user to access sites coupled to the network;

logic that collects information that satisfies one or more rules of the set of rules from the second application utilizing the first application, wherein the collected information includes behavioral information about the user, wherein the set of one or more rules is updated based on the collected information;

logic that stores at least a portion of the collected information on the client utilizing the first application;

logic that transmits information relating to the collected information to a location utilizing the network, wherein the information transmitted to the location includes the identifier; and

logic that receives content via the network for presentment by the first application based on the portion of the collected information stored on the client, wherein the content includes one or more additional rules for controlling the presentment of the content, and wherein at least a portion of the received content is based on the identifier, the rules for controlling the presentment of the content including content priority information for use in determining whether to present the content before other pre-generated content, wherein prior to receiving the content, a table at the client is accessed to determine whether at least a portion of the content is available locally to the client.

28. (Currently Amended) A computer program product for collecting information about a user, comprising:

computer code that obtains a set of one or more rules for collecting information by a first application residing on a client, wherein the set of rules is obtained in response to a request that includes an identifier associated with the client and information related to rules previously received by the client;

computer code that utilizes the first application to monitor a second application on the client in communication with a network for information that satisfies one or more rules of the set of rules, wherein the second application is utilized by a user to access sites coupled to the network;

computer code that collects information that satisfies one or more rules of the set of rules from the second application utilizing the first application, wherein the collected information includes behavioral information about the user, wherein the set of one or more rules is updated based on the collected information;

computer code that stores at least a portion of the collected information on the client utilizing the first application;

computer code that transmits information relating to the collected information to a location utilizing the network, wherein the information transmitted to the location includes the identifier; and

computer code that receives content via the network for presentment by the first application based on the portion of the collected information stored on the client, wherein the content includes one or more additional rules for controlling the presentment of the content, and wherein at least a portion of the received content is based on the identifier, the rules for controlling the presentment of the content including content priority information for use in determining whether to present the content before other pre-generated content, wherein prior to receiving the content, a table at the client is accessed to determine whether at least a portion of the content is available locally to the client.

29. (Currently Amended) A system for collecting information about a user, comprising:
means for obtaining a set of one or more rules for collecting information by a first application residing on a client, wherein the set of rules is obtained in response to a request that includes an identifier associated with the client and information related to rules previously received by the client;

means for utilizing the first application to monitor a second application on the client in communication with a network for information that satisfies one or more rules of the set of rules, wherein the second application is utilized by a user to access sites coupled to the network;

means for collecting information that satisfies one or more rules of the set of rules from the second application utilizing the first application, wherein the collected information includes behavioral information about the user, wherein the set of one or more rules is updated based on the collected information;

means for storing at least a portion of the collected information on the client utilizing the first application;

means for transmitting information relating to the collected information to a location utilizing the network, wherein the information transmitted to the location includes the identifier;
and

means for receiving content via the network for presentment by the first application based on the portion of the collected information stored on the client, wherein the content includes one or more additional rules for controlling the presentment of the content, and wherein at least a portion of the received content is based on the identifier, the rules for controlling the presentment of the content including content priority information for use in determining whether to present

the content before other pre-generated content, wherein prior to receiving the content, a table at the client is accessed to determine whether at least a portion of the content is available locally to the client.

30. (Currently Amended) The method of claim 1, wherein the second application is a browser application.

31. (Previously Presented) The method of claim 1, wherein the collected information includes information relating to a time at which the second application is utilized to access at least one site coupled to the network.

32. (Previously Presented) The method of claim 1, wherein time information is utilized to determine an order of priority by which the content is presented.

33. (Previously Presented) The computer program product of claim 28, wherein the collected information includes information about network sites accessed by the second application, and wherein the information about networked sites accessed by the second application is used when accessing the table to determine whether content associated with at least one of the networked sites is available for receipt.

34. (Previously Presented) The method of claim 1, wherein the table comprises a hash table having a hash representing a network site and an indicia of an amount of available content associated with the network site.

35. (Previously Presented) The computer program product of claim 28, further comprising computer code for obtaining, via the network, an updated version of the table.